

**DCA RFP #07-17-2015**  
**REQUEST FOR PROPOSALS: Graphic Design and Creative Services**

**Introduction**

The New Jersey History and Historic Preservation Conference is an annual two-day June event that assembles historic preservation, architecture, landscape architecture, archaeology and planning professionals, historic preservation commissioners, museum and historic site stewards and others interested in history and preservation. Each year's plenary and closing sessions explore topical themes, and educational sessions and field workshops offer learning opportunities for participants as well as continuing education credits for architects, planners and landscape architects for designated sessions.

The conference is typically housed at a university or large institution that can accommodate the break-out rooms and provide an auditorium, and the location changes each year so that all areas of the state can be represented. The event is hosted annually by three government agencies, the NJ Historic Trust in the Department of Community Affairs, the NJ Historic Preservation Office in the Department of Environmental Protection, and the NJ Historical Commission in the Department of State. The conference is directed by a planning committee that represents stakeholders of the three departments, as well as other building and design professionals and cultural and preservation advocates.

Starting in 2013, the conference unveiled a new branded look represented in design, color and style. For the past three years, the conference theme has been presented by a logo/banner that is used on the web site and in all flyers, email, programs and signage. The conference is "paperless," and the conference web site is used to present every aspect of the conference from program, to speakers, to parking, to registration, etc. At the conference, a printed and bound program book provides conference information, speaker bios and pictures, and sponsor advertising. Especially since the conference seeks to attract professionals who are in the business of designing and planning, the logo, web site and program book should be attractive, bright and functional.

**Scope of Work**

For the 2016 conference, the NJ Historic Trust seeks to develop a brand for the New Jersey History and Historic Preservation Conference that will communicate a positive image of the event in the mind of both history and historic preservation professionals and advocates. As part of developing a brand experience, the Historic Trust requests proposals for creative design services to include, not limited to, the following:

- a new visual brand for the New Jersey History and Historic Preservation Conference that can be adapted for use in future conferences (due October 1, 2015);

- a graphic presentation of the 2016 conference theme that can be utilized by conference staff to create web site, letterhead, signage, advertisements both in print and on social media, etc. (due November 1, 2015);
- design a template for the conference web site that can be administered by conference staff through the NJ State web site (due December 1, 2015);
- design and printing specifications for a printed conference program due May 1, 2016.

### **Proposal Process and Requirements**

Responses to this request should be directed to Dorothy Guzzo, Executive Director, NJ Historic Trust, PO Box 457, Trenton, NJ 08625, or via email to [Dorothy.guzzo@dca.nj.gov](mailto:Dorothy.guzzo@dca.nj.gov) by **4:00 p.m. on Tuesday, August 11, 2015**. All submissions will be acknowledged upon receipt. Some Respondents may be asked to interview.

All questions regarding this RFP should be directed to Catherine Goulet, Principal Historic Preservation Specialist, 609-984-7071, [Catherine.goulet@dca.nj.gov](mailto:Catherine.goulet@dca.nj.gov).

All proposals submitted in response to this RFP must fully and directly address fulfillment of the scope of work and qualifications to do the same. The following must be included:

- The company name, the name of a contact person, mailing address, telephone number, fax number, email address and website.
- A concise description of Respondent's principal business including company background, characteristics of business strength, and products and services offered.
- A discussion of Respondent's experience in providing deliverables similar in size, complexity and nature to those requested in this RFP.
- Web links to or printed examples of Respondent's work.
- List and resumes for all staff proposed for this assignment
- At least two (2) references for similar projects completed by the Respondent, including name of organization, contact person, telephone number, and email.
- A discussion of the company's ability to complete projects within desired timelines.
- Requested compensation including all fees and expenses (the allowance for this project is approximately \$7,000 - \$10,000).

### **Evaluation Criteria**

The Respondent whose credentials and submission best meets the needs of the NJ History and Historic Preservation Conference will be selected. The award is subject to review and approval based the proposal's thoroughness, responsiveness to the RFP, demonstrated understanding of the purpose and desired outcomes of the goals expressed in the RFP, and competitive cost.

If selected as the consultant for this RFP, the following **must** be provided:

- A valid NJ Business Registration certificate.
- A current NJ Certificate of Employee Information Report/Affirmative Action Certificate (or: provide the State of NJ Employee Information Report and a \$150 check to the NJ Dept. of Treasury to attain a new certificate).

### **Schedule**

See **Scope of Work**.

### **Software Compatibility**

Design template: Adobe Creative Suite CC 2014

Web template: Adobe Dreamweaver CC 2014

### **Online Resources**

2015 NJ Historic Preservation Conference Web Site:

<http://njpreservationconference.org/>

Previous conference program books and sponsor posters:

<http://njpreservationconference.org/previous.html>

NJ Historic Trust web site:

<http://www.njht.org/dca/njht/>

NJ DEP/Historic Preservation Office web site:

<http://nj.gov/dep/hpo/>

NJ Historical Commission web site:

<http://www.state.nj.us/state/historical/index.html>

American Planning Association conference web site:

<http://www.planning.org/conference/>

American Institute of Architects conference web site:

<http://convention.aia.org/event/convention-home.aspx>

National Trust for Historic Preservation conference web page:

<http://www.preservationnation.org/resources/training/npc/?referrer=https://www.google.com/#.VZwzQRtVhBc>